



WFLX

ORDER

Print Date 09/13/12

Page 1 of 1

Flight Dates 10/01/12-10/07/12

<u>Contract / Revision</u>	820013	/	Bogdanoff for FL Senate
<u>Original Date / Revision</u>	09/13/12	09/13/12	<u>Agency Com</u> 15% <u>Billing Contact</u>
<u>Advertiser</u>	Bogdanoff, Ellyn/R/FL Senat	566 South Route 303	
		Blauvelt, NY 10913	
<u>Agency</u>	McLaughlin & Associates		
<u>Buying Contact</u>		<u>Sales Office</u>	H-DC
566 South Route 303		<u>Sales Region</u>	National
Blauvelt, NY 10913		<u>Agency Ref</u>	

Order Sep 00:15:00
Estimate # 463
Alt Order # 06313805
Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes Agency Political Pol-Candid
Product Codes PL610
Priority P 2
Advertiser Ref

Primary Account Executive

Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%	2023-01-01	2023-12-31

Order Share %	Market Value	
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$2,588.25	\$3,045.00	0.00	10/01/12	10/07/12	7	\$2,588.25	\$3,045.00
Totals	7	\$2,588.25	\$3,045.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 1	WFLX	10/01/12	10/07/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	7	\$435.00	P	3	0.00	NM	7	\$3,045.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	MTWTFSS		7	\$435.00	0.00								
														<u>Totals</u>	7	\$3,045.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 FEDERAL CANDIDATE STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification on Page 3

Station and Location: <i>WPLX, West Palm Beach, FL</i>	Date: <i>9-21</i>
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I, McLaughlin & Associates
 being/on behalf of: Ellyn Bogdanoff, a legally
 qualified candidate of the Republican political
 party for the office of: State Senate
 in the General
 election to be held on: November, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Time per Week	Number of Weeks
ORDER	ATTACHED <i>WPLX# 820013</i>			Total	

Total Charges:

2588.25

For programming that in whole or in part "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Ellyn Bogdanoff Campaign

and you are authorized to announce the time as paid by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Miller

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and or other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

07.30.2012

Date

M Campbell

Signature

Accepted

Accepted in Part

Rejected

ode

Signature

Bhushan

Printed Name

Gu

Title



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO: John Heisman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: Washington DC

REQUEST RECEIVED FROM

DATE: 9/12/12

BUYER: Marianne Campbell
AGENCY: McLaughlin & Associates
ADDRESS: 566 South Route 303 Blauvelt, NY 10913
PHONE #: 203 966 9757
FAX #:
OTHER:

AVAILS FOR

COMMITTEE: Ellyn Bogdanoff Campaign
CHAIRPERSON: 908 South Andrews Avenue Fort Lauderdale, FL 33316
TREASURER: Mike Miller
ADDRESS:
PHONE #: 561 655 2569
FAX #:
OTHER:

FOR

CANDIDATE: Ellyn Bogdanoff
OFFICE: St. Senate
PARTY: Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERCIAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	